

# Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

# March

## American Diabetes Alert Day\*

American Diabetes Alert Day is a one-day, “wake-up” call to inform the American public about the seriousness of diabetes. It is observed on the fourth Tuesday of every March. The American Diabetes Association encourages people to take the [diabetes risk test](#) and find out if they are at risk for developing diabetes. The risk test requires users to answer seven simple questions about weight, age, lifestyle, and family history--all potential risk factors for diabetes. People scoring 10 points or more are at a high risk for type 2 diabetes and are encouraged to see a health care professional for further evaluation.



Diabetes is a fast growing public health problem. Over 400,000 Missouri adults, aged 18 or older, have been diagnosed with diabetes. About one-fourth of all Missourians with diabetes are unaware they have it. For many, the diagnosis for diabetes may come seven to ten years after the onset of the disease. Therefore, early diagnosis is critical to successful treatment and delaying or preventing some of its complications such as heart disease, blindness, kidney disease, stroke, amputation and death.

### Suggested Activities:

- Ask local barber and beauty shops to display the *Live Like Your Life Depends On It* Diabetes poster in their shops to promote American Diabetes Alert Day. Provide them with copies of the diabetes risk test to distribute to their clients. A printable version of the diabetes risk test can be found at <http://ndep.nih.gov/ddi/resources/risktest.pdf>.
- Promote American Diabetes Alert Day at senior centers by displaying the *Live Like Your Life Depends On It* Diabetes poster and making available copies of the diabetes risk test. A printable version of the diabetes risk test can be found at <http://ndep.nih.gov/ddi/resources/risktest.pdf>. Consider showing a diabetes video at the senior centers. Diabetes videos can be loaned at no charge through the Missouri Department of Health and Senior Services Audio Visual Program. A list of diabetes videos available can be found at <http://health.mo.gov/living/healthcondiseases/chronic/diabetes/pdf/DiabetesVideos.pdf>. An order form and ordering directions can be found at <http://health.mo.gov/warehouse/AudioVisualCatalog.htm>.
- Ask a local newspaper to promote American Diabetes Alert Day by publishing a shortened version of the diabetes risk test. Provide a list of sites where individuals without insurance

can go to get tested and treated if they score 10 or higher on the risk test. This could include the local public health agency or a local federally qualified health center (FQHC). [Click here](#) to locate an FQHC in your area. Also include a link to the *Live Like Your Life Depends On It* website at <http://lifedependsonit.com/> for helpful information on lifestyle behaviors that can keep the risk for diabetes low.

## To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on American Diabetes Alert Day	For more information on Diabetes
<p>American Diabetes Association  <a href="http://www.diabetes.org/communityprograms-and-localevents/american-diabetes-alert.jsp">www.diabetes.org/communityprograms-and-localevents/american-diabetes-alert.jsp</a></p> <p><b>Local Chapters:</b>  Joplin  P.O. Box 4995  Joplin, MO 64802  417-624-8455</p> <p>Kansas City Area      Springfield Area  10580 Barkley,      1944-A East Sunshine  Suite 400      Springfield, MO 65804  Overland Park, KS      417-890-8400  66212      417-890-8484 Fax  913-383-8210  913-383-2319 Fax      St. Louis Area  10820 Sunset Office Dr.  Suite 220  Mid-Missouri      St. Louis, MO 63127  P.O. Box 1013      314-822-5490  Columbia, MO      314-822-5479 Fax  65205-1013  573-443-8611</p>	<p>Missouri Diabetes Prevention and Control Program  Bureau of Cancer and Chronic Disease Control  Missouri Department of Health and Senior Services  P.O. Box 570  Jefferson City, MO 65102-0570  800-316-0935 Toll Free  <a href="http://health.mo.gov/living/healthcondiseases/chronic/diabetes/index.php">http://health.mo.gov/living/healthcondiseases/chronic/diabetes/index.php</a></p>

## National Nutrition Month

National Nutrition Month<sup>®</sup> is a nutrition education and information campaign created by the American Dietetic Association. The campaign is designed to focus attention on the importance of making informed food choices and developing sound eating and physical activity habits. March is a great time to urge Missourians to eat more fruits and vegetables to maintain good health. When it comes to fruits and vegetables, more really does matter. Research shows that increased daily consumption of fruits and vegetables may help prevent many chronic diseases.

### Suggested Activities:

- Ask a local newspaper to promote National Nutrition Month<sup>®</sup> by publishing the *Live Like Your Life Depends On It* Make the Choice to Eat Smart newsletter article. This could be supplemented by publishing a Nutrition Tip of the Day during the month of March. Consider including those related to diabetes to support American Diabetes Alert Day and related to colorectal cancer to support National Colorectal



Cancer Awareness Month. An archive of Tips of the Day can be found on the American Dietetic Association website at

[http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/home\\_4602\\_ENU\\_HTML.htm](http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/home_4602_ENU_HTML.htm).

- Schedule a local registered dietitian to give a presentation at a local library, church group, or community center. Presentation topics could include tips on including more fruits and vegetables in meals and snacks, food portion sizes, reading food labels, and increasing physical activity using items available around the home. Use the *Live Like Your Life Depends On It* Eat Smart or Eating Healthy poster to promote the event.
- Work with a local grocery store to promote National Nutrition Month® activities, such as a nutrition booth staffed by registered dietitians who can answer questions on nutrition or development of a healthy food items shopping list. Activities could include a food drive for a local food pantry that encourages customers to donate nutritious foods. Use the *Live Like Your Life Depends On It* Eat Smart or Eating Healthy poster or Eat Smart radio spots to promote the activities.

## To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on National Nutrition Month	For more information on Nutrition
<p>American Dietetic Association 120 South Riverside Plaza, Suite 2000 Chicago, IL 60606-6995 800-877-1600 Ex 4771 312-899-0040 312-899-4739 Fax <a href="http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/NNM_2007_home.htm">www.eatright.org/cps/rde/xchg/ada/hs.xsl/NNM_2007_home.htm</a></p> <p>Missouri Dietetic Association P.O. Box 1225 101 E. High Street, Suite 200 Jefferson City, MO 65102 573-636-2822 573-636-9749 Fax <a href="http://www.eatrightmissouri.org/">www.eatrightmissouri.org/</a></p>	<p>Health Promotion Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 <a href="http://health.mo.gov/living/wellness/nutrition/nutritionphysicalactivity/index.php">http://health.mo.gov/living/wellness/nutrition/nutritionphysicalactivity/index.php</a> Patricia Simmons, MS, RD, LD, Nutrition Coordinator</p> <p>United States Department of Agriculture <a href="http://www.mypyramid.gov/">www.mypyramid.gov/</a></p>

## National Colorectal Cancer Awareness Month

National Colorectal Cancer Awareness Month began in 2000 when the Prevent Cancer Foundation, the American Society for Gastrointestinal Endoscopy, the Foundation for Digestive Health and Nutrition and the National Colorectal Cancer Roundtable joined forces to bring about colorectal cancer awareness. Over 57 other collaborating organizations joined forces to raise awareness year-round, particularly during March. All across the nation, organizations sponsor activities to bring the public information about colorectal cancer. The goal is to increase awareness that colorectal cancer is largely preventable, treatable and beatable. Everyone should be tested for colorectal cancer at age 50. If there is a family history of colorectal cancer, testing should be done at an earlier age.



Colorectal cancer is cancer of the colon and/or rectum. It is equally common in both men and women. Approximately one-third of diagnosed colorectal cancer cases will probably die of the illness. Alaska Natives and American Indians, African-Americans, and Hispanics are more likely to be diagnosed with colorectal cancer in advanced stages. As a result, the percentage of minorities who die of colorectal cancer is higher than for Caucasians. It is one of the most easily prevented cancers because it can develop from polyps that can be removed before they become cancerous.

### Suggested Activities:

- Schedule a local health care provider or health educator to give a colorectal cancer awareness presentation at a local library, church group, or senior center. Use the *Live Like Your Life Depends On It* Exam Table message card or Exam Table 2 poster to promote the event. Distribute the *Live Like Your Life Depends On It* Screening Card at the presentation to promote other important health screenings. The activity could include a registered dietitian to provide information on how a low-fat diet, high in vegetables and fruits, can help reduce the chances of getting colorectal cancer.
- Ask a local newspaper to promote National Colorectal Cancer Awareness Month by publishing the *Live Like Your Life Depends On It* Get Health Screenings newsletter article that promotes important health screenings. If publishing in the St. Louis metropolitan area, include information on free colorectal cancer screening available through the Missouri Screen For Life (MSFL) colorectal screening program. The MSFL program is a Centers for Disease Control and Prevention demonstration project that focuses on colorectal cancer screening in St. Louis.

### To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))

For more information on National Colorectal Cancer Awareness Month	For more information on Colorectal Cancer												
<p>Cancer Research and Prevention Foundation 1600 Duke Street, Suite 500 Alexandria, VA 22314 800-227-2732 877-352-6566 Materials Ordering 703-886-4413 Fax <a href="http://www.preventcancer.org/colorectal3c.aspx?id=1048&amp;terms=colorectal+cancer+month">www.preventcancer.org/colorectal3c.aspx?id=1048&amp;terms=colorectal+cancer+month</a></p> <p>American Cancer Society <a href="http://www.cancer.org/docroot/PAR/Content/PAR_4_1_Daffodils_Your_Dollars_at_Work.asp">www.cancer.org/docroot/PAR/Content/PAR_4_1_Daffodils_Your_Dollars_at_Work.asp</a></p> <p><b>Local Offices:</b></p> <table> <tr> <td>Cape Girardeau</td><td>Joplin</td></tr> <tr> <td>106 Farrar Drive, Suite 104</td><td>2700 McClelland Blvd</td></tr> <tr> <td>Cape Girardeau, MO 63701</td><td>Bldg. A, Suite 110</td></tr> <tr> <td>571-334-9197</td><td>Joplin, MO 64804</td></tr> <tr> <td>571-334-5115 Fax</td><td>417-627-7500</td></tr> <tr> <td></td><td>417-782-2348 Fax</td></tr> </table>	Cape Girardeau	Joplin	106 Farrar Drive, Suite 104	2700 McClelland Blvd	Cape Girardeau, MO 63701	Bldg. A, Suite 110	571-334-9197	Joplin, MO 64804	571-334-5115 Fax	417-627-7500		417-782-2348 Fax	<p>Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2845 573-522-2899 Fax</p>
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571-334-9197	Joplin, MO 64804												
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	417-782-2348 Fax												

Chillicothe 2881 Grand Drive, Suite B Chillicothe, MO 64601 660-707-0547 660-646-5238 Fax	Sikeston 201 N. New Madrid Sikeston, MO 63801 573-471-1823 573-471-1371 Fax
Columbia 1900 N. Providence Suite 105 Columbia, MO 65202 573-443-1496 573-442-9955 Fax	Springfield 3322 S. Campbell Ave., Suite P Springfield, MO 65807 417-881-4668 417-881-7955 Fax
Hannibal 2910 St. Mary's, Suite 1 Hannibal, MO 63401 573-221-4660 573-221-3326 Fax	St. Louis 4207 Lindell Blvd. St. Louis, MO 63108 314-286-8100 314-286-8160 Fax
Jefferson City 2413 Hyde Park Rd. Jefferson City, MO 65109 573-635-4821 573-635-7821 Fax	

Health observances were obtained from the National Health Information Center's National Health Observances at <http://www.healthfinder.gov/nho/>.

\* The exact date for American Diabetes Alert Day can be found on the National Health Information Center's National Health Observances website at <http://www.healthfinder.gov/nho/>.